Watching Your Back

INFOWATCH ON DATA LOSS PREVENTION & PROTECTION SERVICES IN MALAYSIA AND THE REGION By Chong Jinn Wei

● We normally use security suites to prevent malicious attacks from coming into our workplace, but what if the problem is internal? InfoWatch specializes in Data Loss Prevention & Protection services, allowing businesses to manage their workers' productivity while keeping an account of the flow of information within the company. With its recent historical partnership with DLP-SEA, InfoWatch has seen Malaysia to be an ideal location to introduce and improve its services in Asia. HWM spoke to Alexander Zarovsky of InfoWatch and DLP-SEA's S.T. Rubaneswaran to find out how this service is able to protect you business from within.

HWM: COULD YOU TELL US MORE ABOUT INFOWATCH?

Alexander Zarovsky: We were originally a spin-off from Kaspersky Lab, but eventually decided to split ways so that we can develop a new business. DLP (Data Loss Prevention) is a very specific product because we mainly focus on enterprises, while Kaspersky Lab is an anti-virus company that focuses on consumers. InfoWatch specializes in social media monitoring and property management. Our historical partnership with DLP-SEA (Data Loss Prevention - South East Asia) allows us to promote our services in the region

HWM: WE UNDERSTAND THAT DLP-SEA IS A RELATIVELY NEW COMPANY IN MALAYSIA. COULD YOU GIVE US A BRIEF OVERVIEW OF HOW IT STARTED AND ITS CURRENT POSITION IN THE REGION?

S.T. Rubaneswaran: DLP-SEA started about three months ago as a promotion to bring InfoWatch into the region, mainly to cater to sectors such as the government and banks. With the recent inception of the Data Protection Act, we saw this as an opportunity for InfoWatch to strengthen their solutions here in Malaysia.

HWM: SINCE 2003, INFOWATCH HAS CONTINUOUSLY DEVELOPED NEW TECHNOLOGIES AND SERVICES WITH AN EMPHASIS ON COMPREHENSIVE DATA MONITORING AND ANALYSIS SOLUTIONS. WHAT ARE THE UNIQUE CHALLENGES YOU FACE LOCALLY?

Alexander Zarovsky: We started breaking into the Asian market about a year ago, but we quickly realized that localizing our services and solutions to the multitude of languages in Asia is an interesting challenge. For this reason we found Malaysia to be a suitable place in developing our solutions, as English is still widely used in the country. We are planning to incorporate local languages like Malay, Tamil and Chinese within our services in the future. If we want to be successful in the Asian market, adapting the different languages in our products and services is a necessity.

HWM: COULD YOU EXPLAIN WHY IT IS IMPORTANT TO MONITOR AND ANALYZE DATA WITHIN A BUSINESS?

Alexander Zarovsky: We advise local businesses to see it as a future investment, so that they have a way of managing and keeping an account of their data. If implemented correctly, their employees will have better productivity. DLP can be seen as a management tool as it monitors how

S.T. Rubaneswaran, CEO, DLP-SEA (left) and Alexander Zarovsky, Chief of International Business Development, InfoWatch

your employees communicate with each other. It is advisable for companies to keep copies of their communication; so if something happens, they can hold their employees accountable.

HWM: CAN YOU EXPLAIN ABOUT YOUR MAJOR PRODUCTS: INFOWATCH KRIBRUM, INFOWATCH CRYPTO STORAGE ENTERPRISE AND INFOWATCH TRAFFIC MONITOR ENTERPRISE, AND THE BENEFITS THEY PROVIDE?

Alexander Zarovsky: InfoWatch KRIBRUM can easily be described as a Facebook and Twitter monitor, which is suitable for corporates or government infrastructures to keep tabs on the productivity of employees. InfoWatch Traffic Monitor Enterprise is a security platform best used to monitor your archives, classified, and unclassified data. InfoWatch Crypto Storage on the other hand is an encryption software that controls your digital rights management and data management within the company.

HWM:HOW ARE INFOWATCH'S PRODUCTS AND SERVICES ABLE TO PROTECT OR PREVENT BUSINESSES FROM DATA LEAKAGES FROM COMPUTERS AND MOBILE DEVICES?

Alexander Zarovsky: By archiving old but original data, companies will always have a history of employees' actions. Whether it is a printed document or an email sent by users, our products will be able to keep track of important data going

in and out of the company. If someone sends out confidential documents, DLP will be able to know and keep a record of it.

HWM COULD YOU GIVE US AN EXAMPLE OF HOW YOUR SERVICE HAS PROTECTED A CUSTOMER?

Alexander Zarovsky: In the Middle East, we implemented the DLP system within a bank. Within a couple of months, the bank managed to identify up to 5 incidents of data leakage. One incident involved a person copying classified documents out of the company using a USB flash drive. They were also able to identify an employee leaking out data to competitors via email. Another incident found a manager printing secret documents for his own personal use.

HWM: HOW DO YOU PLAN TO GROW INFOWATCH IN MALAYSIA AND BEYOND?

S.T. Rubaneswaran: We are looking to appoint a few partners to introduce InfoWatch to their client base. Based on the industries that are interested in our services, we will do our best to provide them with the product that best protects their business. Growth wise, once we have established ourselves in Malaysia, our immediate target will be neighboring countries such as Indonesia, Brunei and Singapore. Once we have the experience of incorporating the local languages in Malaysia within our services, we can surely do the same with other countries in the region.